

John Tyler McCarley

// Design Executive & Product Innovator

summary

Design leader, former founder, and experienced executive in managing design teams and shipping first-class digital products. Astute problem solver with a keen eye for good design and a proven track record of building innovative solutions in both consumer and business-to-business spaces.

capabilities

Executive team member leading development of product vision, strategy, roadmap. At the design level, I conduct user research, lead product design sprints, build design systems, and collaborate with product managers and engineers to meet business objectives.

select work experience

Head of Design

Fanhouse

2022–2023

- Executive team member of a \$20MM Series A startup
- Directed a team of 11 engineers, designers, and content specialists in exploring community-driven, e-commerce business verticals
- Managed 4 designers and 1 research strategist – responsible for team budget, salaries, and pay raises
- Delivered new community, creator promotion, and creator monetization features that increased creator payout by \$250,000 over 6 months

Staff Product Designer

Parade

2022

- Most senior designer at \$12.5MM Series A startup
- Designed the pitch deck that led to a \$17MM Series B
- Designed and shipped an AI freight pricing tool that accurately predicts a broker's price and profit margin on a given lane and load type
- Directed company rebranding, working an outside agency to advise on and approve new visual identity – logo, colors, typography

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select work experience

Product Design Director

Nike • Consultant

2021–2022

- Designed and tested community mechanics for Nike Training Club (NTC) app, which has 58MM global users
- Developed a scientific experiment with data scientists and product leaders to test community features within NTC to determine their effects on weekly app usage, workouts started, and merchandise sales
- Increased the number of weekly active users by 100%, weekly engagement by 17%, and in-app workouts by 7% through community accountability features

Experience Director

Fantasy • Contract

2019–2020

- Established a clear vision to help move a 6-figure, stalled project to the finish line with a successful launch
- Organized and led a 12-member workshop to gather stakeholder buy-in, resulting in an overarching success narrative inclusive of go-to-market strategies, user journey maps, and happy paths to paid product conversions
- Owned client relationship and delivered final designs for product launch

Creative Director

Tekzenit

2018–2019

- Managed a team of 8 designers in the United States and 4 designers in Europe
- Assigned designers to projects based on project needs, skillset, and opportunity for mentorship of junior designers by senior designers
- Oversaw all project proposals and budgets, product strategy, internal design reviews, client pitches, and design demos.

additional experience

Lead Product Designer

Verizon • Consultant

2015–2017

Founder & Head of Product

MyWorkShift

2009–2015

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